

Creative Intelligence

by **Bryan Carter**



Doing the **right thing**

Do you do the right thing for the right reasons? Or, the wrong ones?



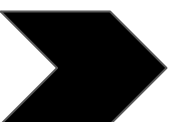
THINK
CREATIVE INTELLIGENCE

**Do you do
the right
thing?**

People don't always
do the right thing.

By that, I mean the
moral thing.

Do you?



**It turns out people do the
right thing for
the **right reasons.****

Reasons like...
Helping individuals
Investing in common good
Authentically being good



**And, people do the right thing
for the **wrong reasons.****

Reasons like...
Personal Gain
Corporate Profits
Public Image
Personal Image
Deceit and Power

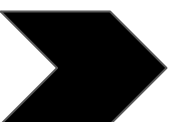


Doing the **right thing** comes with
benefits.

It builds **trust** and **confidence**.

It increases (long term) business
outcomes.

It helps build integrity and all the
benefits that come with it.



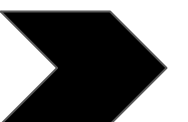
And, if you
do the right
thing?

Do you do the right
thing because it is
the **right thing**?

For unselfish
reasons?

Because it helps
people?

Because it makes
the world a better
place?

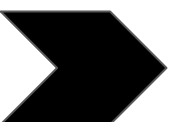


**And, if you
do the right
thing?**

Do you do the right
thing for the wrong
reasons?

For selfish reasons?

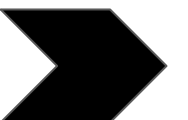
Because you have
discovered that
strategically, doing
the **right thing**
better positions
you?



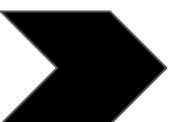
If you are doing
the **right thing** for
the right reasons,
you are bettering the world.



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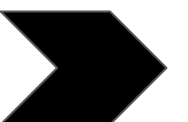
Even if you are doing the
right thing for the wrong
reasons, you are still doing
the **right thing**.



**Please don't misunderstand.
People doing the right thing
with the wrong motives
should still be watched with
wary eyes. But don't throw
the baby out with the bath
water.**



For selfish or unselfish
reasons, doing
the **right thing** gets
right thing outcomes.



If you experience
someone doing the
right thing for the
wrong reasons,
don't judge too
harshly.



The person or
company is doing
the **right** thing in
action, if not for
heartfelt reasons.



**The right thing is
still coming out
on top.**



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Do the **right** thing. For
the right **reasons** or the
wrong ones. Just do the
right thing.

Everyone wins.



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Ready to talk creative intelligence?

601-856-2000

thinkCIA.com

projects@thinkcia.com



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